









Yedu Menon IM



UX Designer

I'm a self taught zealous designer with expertise in idea conceptualisation and definition of visual language for digital applications, in channels like mobile, web and tablet. My workflow covers the entire value chain of a creative design process, right from requirements gathering to creating visual designs. My many years of business experience which has moulded me to become an effective communicator which is vital in collaborating with stakeholders and empathising with the end users.

Personal info

-  [Portfolio](#)
-  [LinkedIn Profile](#)
-  [Behance](#)
-  yedu003@gmail.com
-  +91 97418 78813
-  Kochi, India
-  Born in 1992
-  English , Malayalam
Hindi , Tamil

Core skills

- Competitive analysis
- Heuristic analysis
- Information architecture
- Wireframing
- Prototyping
- Visual design
- Visual QA











Other skills

- User Interviews
- User Persona
- Empathy Mapping
- User Journey Map
- Usability testing

Education

- M.G University**
2011 - 2013
Bachelor of Commerce
from Chinmaya Vidyapeet
- Chinmaya Vidyalaya**
1996 - 2011
Schooling

Certifications

-  User Research : Methods and Best Practices
-  Accessibility : How to Design for All
-  UI Design Patterns for Successful Software
-  Information Visualization
-  Perception and Memory in HCI and UX
-  Agile Methods for UX Design
-  Adobe XD for Designers
-  UX Foundations : Accessibility
-  Universal Principles of Design
-  Figma for Designers

Tools



Previous Organisations

CloudAdvisors (Trans Oceanic Intelligence Solutions Pvt Ltd)

Product Designer Dec 2022 to Present

Core Activities:

Design and Deliver: Craft comprehensive user journeys, wireframes, visual designs, mockups, and prototypes to create intuitive user experiences, all grounded in through research.

Cross-Functional Collaboration: Work closely with the marketing and sales teams, as well as engineers, to ensure the creation and delivery of tailored digital experiences.

User Feedback Integration: Make informed recommendations and plan strategic changes based on user feedback to continually enhance user satisfaction and product performance.

Milestones Achieved:

1. Established a consistent design language across the website, enhancing brand cohesion and user experience.
2. Developed and implemented designs for several new products, focusing on user-centric design principles.
3. Successfully launched new products, which significantly increased the customer base and generated new revenue streams from existing customers.
4. Led usability testing sessions and incorporated user feedback to refine designs, ensuring optimal functionality and user satisfaction.
5. Conducted comprehensive meetings with stakeholders, the development team, and the product manager to clearly communicate role of designer and the upcoming process changes (Since designers were not part of the existing process).
6. Collaborated closely with cross-functional teams to streamline the design and development process, improving efficiency and alignment.
7. Introduced innovative design solutions that addressed user pain points and improved overall user engagement.
8. Facilitated training sessions to development(engineering) team to give better understanding of UX designing and visual designing.

Cargill Business Services

Analyst June 2019 to November 2022

Core Activities:

Interacting with stakeholders: Collaborate with business leaders, users, and SME's to understand their needs.

Conducting interviews, workshops, and surveys: Collect information to identify requirements.

Analyzing processes: Study existing workflows, pain points, and business rules to gather actionable insights.

Presenting findings: Use visuals like charts, dashboards, or presentations to explain complex data.

Supporting decision-making: Provide recommendations to stakeholders.

Creating reports: Provide actionable insight

Sevenseas Global Express

Executive June 2019 to November 2022

Core Activities:

- Tracking shipments:** Ensure goods are transported on schedule and within budget.
- Optimizing routes:** Use tools like route optimization software to reduce delivery times and costs.
- Ensuring compliance:** Verify that transportation methods adhere to regulatory standards and company policies.
- Recommending improvements:** Propose strategies to streamline operations, reduce costs, or enhance delivery times.
- Creating reports:** Prepare detailed reports on logistics performance metrics, such as shipping accuracy, lead times, and cost per unit.

Cargomar Pvt Ltd

Executive October 2016 to September 2018

Core Activities:

- Tracking shipments:** Ensure goods are transported on schedule and within budget.
- Optimizing routes:** Use tools like route optimization software to reduce delivery times and costs.
- Ensuring compliance:** Verify that transportation methods adhere to regulatory standards and company policies.
- Recommending improvements:** Propose strategies to streamline operations, reduce costs, or enhance delivery times.
- Creating reports:** Prepare detailed reports on logistics performance metrics, such as shipping accuracy, lead times, and cost per unit.

Wipro Limited

Executive January 2015 to September 2016

Core Activities:

- Interacting with stakeholders:** Collaborate with business leaders, users, and SME’s to understand their needs.
- Conducting interviews, workshops, and surveys:** Collect information to identify requirements.
- Analyzing processes:** Study existing workflows, pain points, and business rules to gather actionable insights.
- Presenting findings:** Use visuals like charts, dashboards, or presentations to explain complex data.
- Supporting decision-making:** Provide recommendations to stakeholders.
- Creating reports:** Provide actionable insights through dashboards and KPIs.